

Based on the following Amendments and Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

Please amend the application as follows:

IN THE CLAIMS:

Please cancel Claims 1-20, without prejudice, and please add the following new Claims 21-56 as follows:

-- 21. An apparatus for providing subscription information, comprising:

a receiver for receiving a request to receive or pick-up at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, at a retail facility or store pursuant to a subscription, wherein the request contains information regarding the subscription;

a processing device for processing the request, wherein the processing device determines at least one of a status of the subscription and a number of at least one of an

issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, remaining to be fulfilled pursuant to the subscription, and further wherein the processing device generates a message in response to the request, wherein the message contains information regarding an authorization or a denial to provide the at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service; and

a transmitter for transmitting the message to a point-of-sale transaction device located at the retail facility or store.

22. The apparatus of Claim 21, wherein the subscription is an existing subscription, and further wherein the apparatus is a subscription fulfillment processing computer.

23. The apparatus of Claim 21, wherein the apparatus is at least one of a network computer, an Internet server computer, and an web site server computer.

24. The apparatus of Claim 21, wherein the apparatus

is utilized on or over at least of the Internet, the World Wide Web, and an intranet.

25. The apparatus of Claim 21, wherein the subscription is a subscription for at least one of a printed at least one of periodical, newspaper, and magazine, and an electronic form at least one of periodical, newspaper, and magazine.

26. The apparatus of Claim 21, wherein the subscription is a subscription for at least one of movie rentals, video rentals, movie tickets, show tickets, airline tickets, bus tickets, gasoline purchases, postage stamps, postage, meals tickets, tickets to sporting events, tickets to entertainment events, tickets to theater performances, professional services, contracted for services, and any good or service which can be the subject of commerce.

27. The apparatus of Claim 21, wherein the point-of-transaction device transmits the request to receive or pick-up the at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, to the receiver.

28. The apparatus of Claim 27, wherein the request contains at least one of an access code, a personal identification number, and subscription information stored on at least one of an account card, a smart card, a credit card, a charge card, a debit card, and a value card.

29. The apparatus of Claim 21, wherein the processing device determines whether the subscription is active or not active.

30. The apparatus of Claim 21, wherein the processing device determines at least one of whether any number of issues remain to be fulfilled on the subscription and whether a maximum time period or a duration of the subscription has expired.

31. The apparatus of Claim 21, wherein the processing device at least one of records a fulfillment of a delivery of at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, pursuant to the subscription, decreases by one a number of at least one of issues, goods, and service, remaining to be fulfilled on the subscription, and performs

record updating for the subscription account corresponding to the subscription.

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32. The apparatus of Claim 21, wherein the apparatus is utilized to perform subscription fulfillment services for the subscription, wherein the subscription provides a pre-defined number of at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, over a pre-specified time period, for a pre-specified time period which exceeds a normal time period for receiving all of the pre-defined number of the at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service.

33. The apparatus of Claim 21, wherein the retail facility or store is at least one of a retail facility, a store, a retailer, a retail outlet, a retail store, a retail center, a retail location, a retail site, a newsstand, a magazine stand, a point-of-sale location, and a pick-up location.

34. The apparatus of Claim 21, wherein the apparatus generates and transmits a second message to at least one of the point-of-sale transaction device and a communication

device associated with an individual, wherein the second message contains information regarding at least one of an available subscription, a subscription sale or subscription special, an available new issue, a renewal notice, an extension notice, a termination notice, a subscription creation or initiation notice, a shipment of at least one of a subscription issue, a good, and a service, to a retail facility or store, and an arrival of at least one of a subscription issue, a good, and a service, at a retail facility or store.

35. The apparatus of Claim 21, wherein the apparatus links the point-of-sale transaction device to a subscription processing computer for facilitating a re-opening or a renewal of the subscription.

36. An apparatus for providing subscription information, comprising:

an input device for inputting information regarding a request to receive or pick-up at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, at a retail facility or store pursuant

to a subscription, wherein the subscription is an existing subscription;

a processing device for processing the information regarding a request, wherein the information regarding a request includes information regarding the subscription, and further wherein the processing device generates a request;

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a transmitter for transmitting the request to a subscription fulfillment computer;

a receiver for receiving a response to the request from the subscription fulfillment computer; and

at least one of a display device for displaying information contained in the response and an output device for outputting information contained in the response,

wherein the processing device processes information contained in the response, wherein the response contains information for authorizing or denying the request to receive or pick-up the at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, at the retail facility or store.

37. The apparatus of Claim 36, wherein the input device further comprises:

at least one of a keypad and a reading device, wherein the reading device at least one of reads and scans subscription information from at least one of a credit card, a charge card, a debit card, a value card, and a smart card.

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38. The apparatus of Claim 36, wherein the output device further comprises:

a printer for printing information contained in the response.

39. The apparatus of Claim 36, wherein the apparatus is utilized to communicate with a subscription processing computer to at least one of initiate a subscription, renew a subscription, extend a subscription, cancel a subscription, and terminate a subscription.

40. The apparatus of Claim 36, wherein the apparatus is utilized on or over at least of the Internet, the World Wide Web, and an intranet.

41. The apparatus of Claim 36, wherein the subscription is a subscription for at least one of a printed at least one of periodical, newspaper, and magazine, and an electronic form at least one of periodical, newspaper, and magazine.

42. The apparatus of Claim 36, wherein the subscription is a subscription for at least one of movie rentals, video rentals, movie tickets, show tickets, airline tickets, bus tickets, gasoline purchases, postage stamps, postage, meals tickets, tickets to sporting events, tickets to entertainment events, tickets to theater performances, professional services, contracted for services, and any good or service which can be the subject of commerce.

43. The apparatus of Claim 36, wherein the request contains at least one of an access code, a personal identification number, and subscription information stored on at least one of an account card, a smart card, a credit card, a charge card, a debit card, and a value card.

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44. The apparatus of Claim 36, wherein the apparatus is utilized to perform subscription fulfillment services for the subscription, wherein the subscription provides a pre-defined number of at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, over a pre-specified time period, for a pre-specified time period which exceeds a normal time period for receiving all of the pre-defined number of the at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service.

45. An apparatus for providing subscription information, comprising:

a memory device for storing subscription information, wherein the subscription information includes at least one of information regarding a subscription for at least one of a periodical, a newspaper, a magazine, a good, and a service, and information for at least one of creating a subscription and initiating a subscription;

a processing device for processing a request to at least one of create a subscription and initiate a subscription utilizing the information stored in the memory

device, wherein the request contains information regarding a request to receive a pre-defined number of at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, over a pre-specified time period, wherein the pre-specified time period exceeds a normal time period for receiving all of the pre-defined number of at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, and further wherein the processing device at least one of creates a subscription and initiates a subscription, and further wherein the processing device generates a message containing information regarding the subscription; and

a transmitter for transmitting the message to at least one of a communication device associated with an individual and a point-of-sale transaction device associated with a retail facility or store.

46. The apparatus of Claim 45, wherein the subscription is flexible in a length of a subscription period.

47. The apparatus of Claim 45, wherein the request is transmitted from at least one of the communication device and the point-of-sale transaction device.

48. The apparatus of Claim 45, wherein the apparatus is utilized on or over at least one of the Internet, the World Wide Web, and an intranet.

49. The apparatus of Claim 45, wherein the apparatus is linked to a subscription fulfillment computer.

50. The apparatus of Claim 45, wherein the apparatus generates and transmits a second message to at least one of the communication device and the point-of-sale transaction device, wherein the second message contains information regarding at least one of an available subscription, a subscription sale or subscription special, an available new issue, a renewal notice, an extension notice, a termination notice, a subscription creation or initiation notice, a shipment of at least one of a subscription issue, a good, and a service, to a retail facility or store, and an arrival of at least one of a subscription issue, a good, and a service, at a retail facility or store.

51. The apparatus of Claim 45, wherein the apparatus processes information regarding a subscription for at least one of a printed at least one of periodical, newspaper, and magazine, and an electronic form at least one of periodical, newspaper, and magazine.

52. The apparatus of Claim 45, wherein the subscription is a subscription for at least one of movie rentals, video rentals, movie tickets, show tickets, airline tickets, bus tickets, gasoline purchases, postage stamps, postage, meals tickets, tickets to sporting events, tickets to entertainment events, tickets to theater performances, professional services, contracted for services, and any good or service which can be the subject of commerce.

53. The apparatus of Claim 45, wherein the apparatus receives and processes information for at least one of making a change to the subscription, renewing the subscription, extending a term of the subscription, lengthening the subscription, shortening the subscription, and changing a condition regarding the subscription.

54. The apparatus of Claim 45, wherein the apparatus receives and processes information regarding a change of a retail facility or store from which at least one of a pick-up, a receipt, and a delivery, pursuant to the subscription can be made.

55. The apparatus of Claim 45, wherein the message contains information for authorizing or providing a pick-up or receipt of at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, pursuant to the subscription at a time of creation or initiation of the subscription.

56. An apparatus for providing subscription information, comprising:

a memory device for storing subscription information, wherein the subscription information includes at least one of information regarding a subscription for at least one of a periodical, a newspaper, a magazine, a good, and a service, and information for at least one of creating a subscription and initiating a subscription;

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a processing device for processing a request for a subscription utilizing the information stored in the memory device, wherein the request contains information regarding a request to receive a pre-defined number of at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, over a pre-specified time period, and a retail facility or store from which the at least one of an issue of at least one of a periodical, a newspaper, and a magazine, a good, and a service, can be picked-up or received, and further wherein the processing device at least one of creates a subscription and initiates a subscription, wherein the processing device generates a message containing information regarding the subscription; and

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a transmitter for transmitting the message to at least one of a communication device associated with an individual and a point-of-sale transaction device associated with a retail facility or store. --

IN THE SPECIFICATION:

Please amend the Specification as follows: